

What is claimed is:

1. A wrapper for a floral grouping, the wrapper having a holographic image thereon and formed by a method comprising the steps of:

forming a sheet of holographic material into a wrapper for a floral grouping such that at least a portion of the floral grouping can be disposed within the wrapper, the sheet of holographic material having an upper surface and a lower surface, wherein the sheet of holographic material is produced by a process comprising the steps of:

providing a printing element having a polished surface;

applying a coating capable of receiving a holographic image to the polished surface of the printing element to provide a coated surface;

engraving the coated surface to provide a holographic image thereon, the holographic image having a first surface and a second surface wherein the second surface of the holographic image is disposed substantially adjacent the polished surface of the printing element;

applying a bonding material to the first surface of the holographic image; and

disposing a substrate adjacent the first surface of the holographic image containing the bonding material so as to bondingly connect the holographic image to the substrate, thereby producing the sheet of holographic material and thus removing the sheet of holographic material from the polished surface of the printing element.

2. The wrapper for a floral grouping of claim 1 wherein the process of producing the sheet of holographic material is performed as a continuous process, and the printing element is selected from the group consisting of a cylindrical drum and a roller.

3. The wrapper for a floral grouping of claim 2 wherein, in the process of producing the sheet of holographic material, the printing element is constructed of a material selected from the group consisting of chrome, stainless steel and tool steel.

4. The wrapper for a floral grouping of claim 2 wherein, in the process of producing the sheet of holographic material, the surface of the printing element is resilient.

5. The wrapper for a floral grouping of claim 2 wherein, in the process of producing the sheet of holographic material, the surface of the printing element is non-resilient.

6. The wrapper for a floral grouping of claim 1 wherein the process of producing the sheet of holographic material is performed as a batch process, and the printing element is selected from the group consisting of a flat plate and a platen press.

7. The wrapper for a floral grouping of claim 6 wherein, in the process of producing the sheet of holographic material, the printing element is constructed of a material selected from the group consisting of chrome, stainless steel and tool steel.

8. The wrapper for a floral grouping of claim 6 wherein, in the process of producing the sheet of holographic material, the surface of the printing element is resilient.

9. The wrapper for a floral grouping of claim 6 wherein, in the process of producing the sheet of holographic material, the surface of the printing element is non-resilient.

10. The wrapper for a floral grouping of claim 1 wherein, in the step of providing a sheet of holographic material, the coating is selected from the group consisting of metallic polymeric film, non-metallic polymer film, foil, metallized lacquer, non-metallized lacquer, iridescent film, ink containing metallized glitter mixed with a lacquer, and combinations thereof.

11. The wrapper for a floral grouping of claim 1 wherein, in the process of producing the sheet of holographic material, the substrate is constructed of a material selected from the group consisting of polymeric film, foil, paper, tissue, laminates thereof and combinations thereof.

12. The wrapper for a floral grouping of claim 11 wherein the substrate has a substantially rough, textured surface.

13. The wrapper for a floral grouping of claim 11 wherein the substrate has a smooth surface.

14. The wrapper for a floral grouping of claim 11 wherein, in the step of forming a sheet of holographic material into a wrapper for a floral grouping, the sheet of holographic material is provided with a bonding material on at least a portion of the upper surface thereof for securing the sheet of holographic material in a wrapped condition about the floral grouping.

15. A wrapper for a floral grouping, the wrapper having a holographic image thereon and produced by a method comprising the steps of:

forming a sheet of holographic material into a wrapper for a floral grouping such that at least a portion of the floral grouping can be disposed within the wrapper, the sheet of holographic material having an upper surface and a lower surface, wherein the sheet of holographic material is produced by a process comprising the steps of:

providing a printing element having a polished surface;

applying a coating capable of receiving a holographic image to the polished surface of the printing element to provide a coated surface;

engraving the coated surface to provide an image on the coating;

applying a metallic constituent or component to the image to provide a holographic image having a first surface and a

second surface wherein the second surface of the holographic image is disposed substantially adjacent the polished surface of the printing element;

applying a bonding material to the first surface of the holographic image; and

disposing a substrate adjacent the first surface of the holographic image containing the bonding material so as to bondingly connect the holographic image to the substrate, thereby producing the sheet of holographic material and thus removing the sheet of holographic material from the polished surface of the printing element.

16. The wrapper for a floral grouping of claim 15 wherein the process of producing the sheet of holographic material is a continuous process, and the printing element is selected from the group consisting of a cylindrical drum and a roller.

17. The wrapper for a floral grouping of claim 16 wherein, in the process of producing the sheet of holographic material, the printing element is constructed of a material selected from the group consisting of chrome, stainless steel and tool steel.

18. The wrapper for a floral grouping of claim 16 wherein, in the process of producing the sheet of holographic material, the surface of the printing element is resilient.

19. The wrapper for a floral grouping of claim 16 wherein, in the process of producing the sheet of holographic material, the surface of the printing element is non-resilient.

20. The wrapper for a floral grouping of claim 19 wherein the process of producing the sheet of holographic material is a batch process, and the printing element is selected from the group consisting of a flat plate and a platen press.

21. The wrapper for a floral grouping of claim 20 wherein, in the process of producing the sheet of holographic material, the printing element is constructed of a material selected from the group consisting of chrome, stainless steel and tool steel.

22. The wrapper for a floral grouping of claim 20 wherein, in the process of producing the sheet of holographic material, the surface of the printing element is resilient.

23. The wrapper for a floral grouping of claim 20 wherein, in the process of producing the sheet of holographic material, the surface of the printing element is non-resilient.

24. The wrapper for a floral grouping of claim 15 wherein, in the process of producing the sheet of holographic material, the coating is selected from the group consisting of polymeric film, foil, lacquer and combinations thereof.

25. The wrapper for a floral grouping of claim 15 wherein, in the process of producing the sheet of holographic material, the substrate is selected from the group consisting of polymeric film, foil, paper, tissue, laminates thereof and combinations thereof.

26. The wrapper for a floral grouping of claim 25 wherein the substrate has a substantially rough, textured surface.



27. The wrapper for a floral grouping of claim 25 wherein the substrate has a smooth surface.

28. The wrapper for a floral grouping of claim 15 wherein, in the step of providing the sheet of holographic material, the sheet of holographic material is provided with a bonding material on at least a portion of the upper surface thereof.